



WETM
201 Humboldt St
Rochester, NY 14610

Butler Till Media
1565 Jefferson Rd
Bldg 200 Ste 280
Rochester, NY 14623

Contract # 1455732

Schedule Dates 10/31/16-11/08/16
Advertiser Tom O'Mara/State Senate/Republican/NY (83428)
Agency Butler Till Media (10961)
Product Political - State Senate (1074)
Brand O'Mara for NYS Senate (559614)
Salesperson Irons, Ruth Ann (3342)
Sales Office Elmira
Buyer Name
Phone/Fax /
CPE 51/1021/3347
Account Types Local/Political
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 10/28/16
Last Modified 11/04/16
Entered By Ruth Irons
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,476.75
Net Total \$42,368.25
Sales Tax

Elmira (WETM)

By Broadcast Month	Spots	Rate
Nov. 2016	202	\$49,845.00
Grand Total:	202	\$49,845.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/31/16-11/04/16	4	:30	5A- Channel 18 News	5	X	X	X	X	X			5	\$75.00	\$375.00	Elmira (WETM)	Daypart EM	10/28/16
2.0	Normal Line / SPOT	11/07/16-11/08/16	3	:30	9A- Today Show 9-10A M-F	2	X	X						2	\$60.00	\$120.00	Elmira (WETM)	Daypart DT	10/28/16
3.0	Normal Line / SPOT	10/31/16-11/04/16	4	:30	12P- WETM News 12pm	5	X	X	X	X	X			5	\$55.00	\$275.00	Elmira (WETM)	Daypart DT	10/28/16
4.0	Normal Line / SPOT	11/07/16-11/08/16	4	:30	12P- WETM News 12pm	2	X	X						2	\$55.00	\$110.00	Elmira (WETM)	Daypart DT	10/28/16
5.0	Normal Line / SPOT	11/06/16-11/06/16	2	:30	9A- Meet The Press	1							X	1	\$350.00	\$350.00	Elmira (WETM)	Daypart DT	10/28/16
6.0	Normal Line / News	10/31/16-11/04/16	3	:30	4:58P- WETM News	5	X	X	X	X	X			5	\$300.00	\$1,500.00	Elmira (WETM)	Daypart EN	10/28/16
7.0	Normal Line / News	11/07/16-11/08/16	3	:30	4:58P- WETM News	2	X	X						2	\$300.00	\$600.00	Elmira (WETM)	Daypart EN	10/28/16
8.0	Normal Line / News	10/31/16-11/04/16	3	:30	5:29P- WETM News 530P	5	X	X	X	X	X			5	\$450.00	\$2,250.00	Elmira (WETM)	Daypart EN	10/28/16
9.0	Normal Line / News	11/07/16-11/08/16	3	:30	5:29P- WETM News 530P	2	X	X						2	\$450.00	\$900.00	Elmira (WETM)	Daypart EN	10/28/16
10.0	Normal Line / News	10/31/16-11/04/16	3	:30	5:58P- WETM News	5	X	X	X	X	X			5	\$600.00	\$3,000.00	Elmira (WETM)	Daypart EN	10/28/16
11.0	Normal Line / News	11/07/16-11/08/16	3	:30	5:58P- WETM News	2	X	X						2	\$600.00	\$1,200.00	Elmira (WETM)	Daypart EN	10/28/16
12.0	Normal Line / SPOT	11/07/16-11/08/16	4	:30	5A- Channel 18 News	2	X	X						2	\$75.00	\$150.00	Elmira (WETM)	Daypart EM	10/28/16
13.0	Revised Line / News	11/06/16-11/06/16	3	:30	6P- WETM News @ 6	1							X				Elmira (WETM)	Daypart EN	10/28/16

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13.1	Normal Line / News	11/06/16-11/06/16	3	:30	6P- WETM News @ 6	2							X	2	\$275.00	\$550.00	Elmira (WETM)	Daypart EN	10/31/16
14.0	Normal Line / SPOT	10/31/16-11/04/16	3	:30	7:01P- Jeopardy	5	X	X	X	X	X			5	\$300.00	\$1,500.00	Elmira (WETM)	Daypart PA	10/28/16
15.0	Revised Line / SPOT	11/07/16-11/07/16	3	:30	7P- 7:30P (EST)	1	X										Elmira (WETM)	Daypart PA	10/28/16
15.1	Normal Line / SPOT	11/07/16-11/07/16	4	:30	7P- Optional Network Offering	1	X							1	\$300.00	\$300.00	Elmira (WETM)	Daypart PA	10/28/16
16.0	Normal Line / SPOT	10/31/16-11/04/16	3	:30	7:30P- Wheel of Fortune	5	X	X	X	X	X			5	\$300.00	\$1,500.00	Elmira (WETM)	Daypart PA	10/28/16
17.0	Revised Line / SPOT	11/07/16-11/07/16	3	:30	7:30P- Wheel of Fortune	1	X										Elmira (WETM)	Daypart PA	10/28/16
17.1	Normal Line / SPOT	11/07/16-11/07/16	3	:30	7:30P- Wheel of Fortune	2	X							2	\$300.00	\$600.00	Elmira (WETM)	Daypart PA	10/31/16
18.0	Normal Line / News	10/31/16-11/04/16	3	:30	10:59P- WETM News	5	X	X	X	X	X			5	\$300.00	\$1,500.00	Elmira (WETM)	Daypart LN	10/28/16
19.0	Revised Line / News	11/07/16-11/07/16	3	:30	10:59P- WETM News	1	X										Elmira (WETM)	Daypart LN	10/28/16
19.1	Normal Line / News	11/07/16-11/07/16	3	:30	10:59P- WETM News	2	X							2	\$300.00	\$600.00	Elmira (WETM)	Daypart LN	10/31/16
20.0	Revised Line / News	11/05/16-11/05/16	3	:30	10:59P- WETM News	1						X					Elmira (WETM)	Daypart LN	10/28/16
20.1	Normal Line / News	11/05/16-11/05/16	3	:30	10:59P- WETM News	2						X		2	\$275.00	\$550.00	Elmira (WETM)	Daypart LN	10/31/16
21.0	Normal Line / News	10/31/16-11/04/16	3	:30	6A- Channel 18 News		1	1	1	1	1			5	\$225.00	\$1,125.00	Elmira (WETM)	Daypart EM	10/28/16

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22.0	Normal Line / News	11/07/16-11/08/16	3	:30	6A- Channel 18 News	2	X	X						2	\$225.00	\$450.00	Elmira (WETM)	Daypart EM	10/28/16
23.0	Normal Line / SPOT	10/31/16-11/04/16	3	:30	7A- Today Show		1	1	1	1	1			5	\$225.00	\$1,125.00	Elmira (WETM)	Daypart EM	10/28/16
24.0	Normal Line / SPOT	11/07/16-11/08/16	3	:30	7A- Today Show		1	1						2	\$225.00	\$450.00	Elmira (WETM)	Daypart EM	10/28/16
25.0	Normal Line / SPOT	11/05/16-11/05/16	4	:30	7A- Saturday Today Show	1						X		1	\$75.00	\$75.00	Elmira (WETM)	Daypart EM	10/28/16
26.0	Normal Line / SPOT	11/06/16-11/06/16	3	:30	8A- Today Show	1							X	1	\$125.00	\$125.00	Elmira (WETM)	Daypart EM	10/28/16
27.0	Normal Line / SPOT	10/31/16-11/04/16	3	:30	9A- Today Show 9-10A M-F		1	1	1	1	1			5	\$60.00	\$300.00	Elmira (WETM)	Daypart DT	10/28/16
28.0	Normal Line / SPOT	11/02/16-11/02/16	4	:30	5A- Channel 18 News				1					1	\$75.00	\$75.00	Elmira (WETM)	Daypart EM	10/31/16
29.0	Normal Line / SPOT	11/03/16-11/03/16	4	:30	5A- Channel 18 News					1				1	\$75.00	\$75.00	Elmira (WETM)	Daypart EM	10/31/16
30.0	Normal Line / SPOT	11/04/16-11/04/16	4	:30	5A- Channel 18 News						1			1	\$75.00	\$75.00	Elmira (WETM)	Daypart EM	10/31/16
31.0	Normal Line / SPOT	11/07/16-11/07/16	4	:30	5A- Channel 18 News		1							1	\$75.00	\$75.00	Elmira (WETM)	Daypart EM	10/31/16
32.0	Normal Line / SPOT	11/08/16-11/08/16	4	:30	5A- Channel 18 News			1						1	\$75.00	\$75.00	Elmira (WETM)	Daypart EM	10/31/16
33.0	Normal Line / News	11/02/16-11/02/16	3	:30	6A- Channel 18 News				1					1	\$225.00	\$225.00	Elmira (WETM)	Daypart EM	10/31/16
34.0	Normal Line / News	11/03/16-11/03/16	3	:30	6A- Channel 18 News					1				1	\$225.00	\$225.00	Elmira (WETM)	Daypart EM	10/31/16
35.0	Normal Line / News	11/04/16-11/04/16	3	:30	6A- Channel 18 News						1			1	\$225.00	\$225.00	Elmira (WETM)	Daypart EM	10/31/16

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36.0	Normal Line / News	11/07/16-11/07/16	3	:30	6A- Channel 18 News		2							2	\$225.00	\$450.00	Elmira (WETM)	Daypart EM	10/31/16
37.0	Normal Line / News	11/08/16-11/08/16	3	:30	6A- Channel 18 News			2						2	\$225.00	\$450.00	Elmira (WETM)	Daypart EM	10/31/16
38.0	Normal Line / SPOT	11/02/16-11/04/16	3	:30	7A- Today Show				2	2	2			6	\$225.00	\$1,350.00	Elmira (WETM)	Daypart EM	10/31/16
39.0	Normal Line / SPOT	11/07/16-11/08/16	3	:30	7A- Today Show		2	2						4	\$225.00	\$900.00	Elmira (WETM)	Daypart EM	10/31/16
40.0	Normal Line / SPOT	11/05/16-11/05/16	4	:30	7A- Saturday Today Show							1		1	\$75.00	\$75.00	Elmira (WETM)	Daypart EM	10/31/16
41.0	Normal Line / SPOT	11/06/16-11/06/16	3	:30	8A- Today Show								1	1	\$125.00	\$125.00	Elmira (WETM)	Daypart EM	10/31/16
42.0	Normal Line / SPOT	11/01/16-11/04/16	3	:30	9A- Today Show 9-10A M-F			1	1	1	1			4	\$60.00	\$240.00	Elmira (WETM)	Daypart DT	10/31/16
43.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	9A- Today Show 9-10A M-F		2							2	\$60.00	\$120.00	Elmira (WETM)	Daypart DT	10/31/16
44.0	Normal Line / SPOT	11/08/16-11/08/16	3	:30	9A- Today Show 9-10A M-F			1						1	\$60.00	\$60.00	Elmira (WETM)	Daypart DT	10/31/16
45.0	Normal Line / SPOT	11/01/16-11/04/16	4	:30	12P- WETM News 12pm			1	1	1	1			4	\$55.00	\$220.00	Elmira (WETM)	Daypart DT	10/31/16
46.0	Normal Line / SPOT	11/07/16-11/08/16	4	:30	12P- WETM News 12pm		1	1						2	\$55.00	\$110.00	Elmira (WETM)	Daypart DT	10/31/16
47.0	Normal Line / SPOT	11/06/16-11/06/16	2	:30	3A- Meet the Press AN								1	1	\$350.00	\$350.00	Elmira (WETM)	Daypart EM	10/31/16
48.0	Normal Line / News	11/01/16-11/04/16	3	:30	4:58P- WETM News			1	1	1	1			4	\$300.00	\$1,200.00	Elmira (WETM)	Daypart EN	10/31/16
49.0	Normal Line / News	11/07/16-11/08/16	3	:30	4:58P- WETM News		1	1						2	\$300.00	\$600.00	Elmira (WETM)	Daypart EN	10/31/16

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50.0	Normal Line / News	11/01/16-11/04/16	3	:30	5:29P- WETM News 530P			1	1	1	1			4	\$450.00	\$1,800.00	Elmira (WETM)	Daypart EN	10/31/16
51.0	Normal Line / News	11/07/16-11/08/16	3	:30	5:29P- WETM News 530P		1	1						2	\$450.00	\$900.00	Elmira (WETM)	Daypart EN	10/31/16
52.0	Normal Line / News	11/01/16-11/04/16	3	:30	5:58P- WETM News			1	1	1	1			4	\$600.00	\$2,400.00	Elmira (WETM)	Daypart EN	10/31/16
53.0	Normal Line / News	11/07/16-11/08/16	3	:30	5:58P- WETM News		1	1						2	\$600.00	\$1,200.00	Elmira (WETM)	Daypart EN	10/31/16
54.0	Normal Line / SPOT	11/01/16-11/04/16	3	:30	7:01P- Jeopardy			1	1	1	1			4	\$300.00	\$1,200.00	Elmira (WETM)	Daypart PA	10/31/16
55.0	Normal Line / SPOT	11/01/16-11/04/16	3	:30	7:30P- Wheel of Fortune			1	1	1	1			4	\$300.00	\$1,200.00	Elmira (WETM)	Daypart PA	10/31/16
56.0	Normal Line / News	11/01/16-11/04/16	3	:30	10:59P- WETM News			1	1	1	1			4	\$300.00	\$1,200.00	Elmira (WETM)	Daypart LN	10/31/16
57.0	Normal Line / SPOT	11/01/16-11/04/16	2	:30	6:30P- NBC Nightly News			1	1	1	1			4	\$800.00	\$3,200.00	Elmira (WETM)	Daypart DT	10/31/16
58.0	Normal Line / SPOT	11/07/16-11/07/16	2	:30	6:30P- NBC Nightly News		1							1	\$800.00	\$800.00	Elmira (WETM)	Daypart DT	10/31/16
59.0	Normal Line / News	11/05/16-11/05/16	4	:30	6P- WETM News @ 6							1		1	\$175.00	\$175.00	Elmira (WETM)	Daypart EN	10/31/16
60.0	Normal Line / SPOT	11/05/16-11/05/16	2	:30	6:30P- NBC Nightly News							1		1	\$800.00	\$800.00	Elmira (WETM)	Daypart EN	10/31/16
61.0	Normal Line / SPOT	11/06/16-11/06/16	2	:30	6:30P- NBC Nightly News								1	1	\$800.00	\$800.00	Elmira (WETM)	Daypart EN	10/31/16
62.0	Normal Line / NFL	11/06/16-11/06/16	4	:30	8:20P- NBC Sunday Night Football								1	1	\$700.00	\$700.00	Elmira (WETM)	Daypart EN	10/31/16

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63.0	Normal Line / SPOT	11/06/16-11/06/16	4	:30	8A- Today Show	1							X	1	\$75.00	\$75.00	Elmira (WETM)	Daypart EM	11/4/16
64.0	Normal Line / SPOT	11/06/16-11/06/16	2	:30	7:30A- Community Focus	2							X		\$25.00		Elmira (WETM)	Daypart EM	11/4/16
64.0.1	Closed Preempt	11/06/16															Elmira (WETM)	Program Change/Exception - Community Focus CXL, Twin Tiers comm'l free	
64.0.2	Closed Preempt	11/06/16															Elmira (WETM)	Program Change/Exception - Community Focus CXL, Twin Tiers comm'l free	
65.0	Normal Line / SPOT	11/06/16-11/06/16	2	:30	10A- Twin Tiers Weekly	2							X		\$75.00		Elmira (WETM)	Daypart EM	11/4/16
65.0.1	Closed Preempt	11/06/16															Elmira (WETM)	Program Change/Exception - twin tiers went comm'l free for 1 hr.	
65.0.2	Closed Preempt	11/06/16															Elmira (WETM)	Program Change/Exception - twin tiers went comm'l free for 1 hr.	
66.0	Normal Line / News	11/05/16-11/05/16	3	:30	6P- WETM News @ 6	2						X		2	\$275.00	\$550.00	Elmira (WETM)		11/4/16
67.0	Normal Line / SPOT	11/08/16-11/08/16	3	:30	7P- 7:30P (EST)	1		X						1	\$300.00	\$300.00	Elmira (WETM)		11/4/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WETM
201 Humboldt St
Rochester, NY 14610

Butler Till Media
1565 Jefferson Rd
Bldg 200 Ste 280
Rochester, NY 14623

Contract # 1455732

Schedule Dates 10/31/16-11/08/16
Advertiser Tom O'Mara/State Senate/Republican/NY (83428)
Agency Butler Till Media (10961)
Product Political - State Senate (1074)
Brand O'Mara for NYS Senate (559614)
Salesperson Irons, Ruth Ann (3342)
Sales Office Elmira
Buyer Name
Phone/Fax /
CPE 51/1021/3347
Account Types Local/Political
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 10/28/16
Last Modified 11/04/16
Entered By Ruth Irons
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,476.75
Net Total \$42,368.25
Sales Tax

Elmira (WETM)

By Broadcast Month	Spots	Rate
Nov. 2016	202	\$49,845.00
Grand Total:	202	\$49,845.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
68.0	Normal Line / SPOT	11/05/16-11/05/16	4	:30	7P- 8P (EST)	2						X		2	\$75.00	\$150.00	Elmira (WETM)		11/4/16
69.0	Normal Line / News	11/06/16-11/06/16	3	:30	11:30P- WETM News 1130P	2							X	2	\$150.00	\$300.00	Elmira (WETM)		11/4/16
70.0	Normal Line / SPOT	11/06/16-11/06/16	2	:30	7P- Football Night in America	2							X	2	\$300.00	\$600.00	Elmira (WETM)		11/4/16
71.0	Normal Line / SPOT	11/07/16-11/08/16	2	:30	11A- Today Show		3	3						5	\$25.00	\$125.00	Elmira (WETM)		11/4/16
71.0.1	Preempt	11/07/16															Elmira (WETM)	No Avail/Exception -	
72.0	Normal Line / SPOT	11/07/16-11/08/16	3	:30	12:30P- Jeopardy		2	2						4	\$25.00	\$100.00	Elmira (WETM)		11/4/16
73.0	Normal Line / SPOT	11/07/16-11/08/16	2	:30	1P- Days Of Our Lives		3	3						2	\$50.00	\$100.00	Elmira (WETM)		11/4/16
73.0.1	Preempt	11/07/16															Elmira (WETM)	No Avail/Exception -	
73.0.2	Preempt	11/07/16															Elmira (WETM)	No Avail/Exception -	
73.0.3	Preempt	11/07/16															Elmira (WETM)	No Avail/Exception -	
73.0.4	Preempt	11/08/16															Elmira (WETM)	No Avail/Exception - only two breaks and they are in it	
74.0	Normal Line / SPOT	11/07/16-11/08/16	2	:30	2P- Rachel Ray		3	3						6	\$25.00	\$150.00	Elmira (WETM)		11/4/16

CONFIRMATION CONTRACT

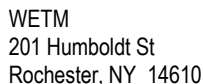
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

**Contract # 1455732**

Date Entered	10/28/16
Last Modified	11/04/16
Entered By	Ruth Irons
CO-OP	No
Headline #	
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$7,476.75
Net Total	\$42,368.25
Sales Tax	

Elmira (WETM)

<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Nov. 2016	202	\$49,845.00
Grand Total:	202	\$49,845.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

[illegible]

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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